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BY HAND DELIVERY

Magalie Roman Salas, Esquire
Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Re: MM Docket No. 99-74
RM-9367
Bay Springs/Ellisville, Mississippi

Dear Ms. Salas:

Transmitted herewith, on behalf of Blakeney Communications, Inc., licensee of WKZW(FM), Bay Springs, Mississippi, are an original and four copies of its "Reply Comments and Request for Expedited Action" in the above-referenced proceeding.

Should any further information be required concerning this matter, please communicate with this office.

Very truly yours,
FLETCHER, HEALD & HILDRETH, P.L.C.



Anne Goodwin Crump
Counsel for Blakeney Communications, Inc.

AGC:mah
Enclosures

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ORIGINAL

BEFORE THE

Federal Communications Commission

WASHINGTON, D.C. 20554

RECEIVED

MAY 18 1999

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of

Amendment of Section 73.202(b),
Table of Allotments, FM Broadcast Stations.
(Bay Springs and Ellisville, Mississippi)

)
)
)
)
)

MM DOCKET NO. 99-74
RM-9367

Directed to: Chief, Allocations Branch

REPLY COMMENTS AND REQUEST FOR EXPEDITED ACTION

Blakeney Communications, Inc. ("Blakeney"), licensee of WKZW(FM), Bay Springs, Mississippi, by its attorneys, hereby respectfully submits its Reply Comments and Request for Expedited Action with regard to the Commission's *Notice of Proposed Rule Making*, DA 99-498, released March 12, 1999, ("NPRM") in the above-captioned proceeding. Therein, the Commission proposed to amend Section 73.202(b) of its Rules, the Table of Allotments for FM Broadcast Stations, to reallocate Channel 232C2 from Bay Springs to Ellisville, Mississippi, and that the license for WKZW(FM) be modified to reflect the new community of license. With respect thereto, the following is submitted:

1. Comments in the above-referenced proceeding were due on May 3, 1999. Blakeney submitted its Comments, in which it reiterated its support for the proposal set forth in the *NPRM* to reallocate Channel 232C2 to Ellisville as its first competing service and to modify the license of WKZW(FM) to specify the new community of license. Blakeney's Comments also included an Alternative Counterproposal, in which it proposed that, if the Commission does not reallocate Channel 232C2 to Ellisville that it instead reallocate the channel to Sandersville, Mississippi, and

modify the license for WKZW(FM) accordingly. While Blakeney demonstrated the public interest benefits of this reallocation as well, it further reiterated its belief that the proposed reallocation to Ellisville would best serve the public interest. No other party has submitted comments or a counterproposal.

2. Accordingly, Blakeney's proposal is uncontested by any third party. Furthermore, prompt action in this proceeding clearly would serve the public interest. As set forth in Blakeney's Petition for Rule Making and Comments, this proposal is in accordance with the Commission's policies for changes in community of license. *Modification of FM and TV Authorizations to Specify a New Community of License*, 4 FCC Rcd 4870 (1989), *recon. granted in part*, 5 FCC Rcd 7094 (1990). Additionally, the proposed reallocation will result in a preferential arrangement of allocations consistent with the *Revision of FM Assignment Policies and Procedures*, 90 F.C.C.2d 88 (1982), in that the reallocation will result in a first competing service for the larger community of Ellisville and an overall increase in the number of persons served by WKZW(FM).

3. As set forth in Blakeney's Comments, the community of Ellisville is already a thriving and vibrant business center which is in need of the proposed competing local service. In the immediate future, however, the community is expected to undergo exponential growth with the advent of a new technology park and associated high technology businesses. With this rapid growth, the need for Ellisville to have a competing media voice will become even more urgent.

4. Attached hereto are letters from the two Members of Congress who represent Jones County, Mississippi. *See Exhibit 1.* Rep. Ronnie Shows represents the Fourth District of Mississippi, which includes Ellisville, and Rep. Chip Pickering represents the Third District of

Mississippi, which includes the remainder of Jones County. Both Rep. Shows and Rep. Pickering are natives of Jones County, and both have expressed strong support for the relocation of WKZW(FM) to Ellisville, especially in light of the community's expected growth. Rep. Shows notes that because of Ellisville's strategic location and the fact that it is home to Jones County Junior College, Ellisville State School, and the future Technological Park with Howard Computer Manufacturers, "it is rapidly becoming a key community in the State of Mississippi." *See* Exhibit 1. Rep. Shows further points out the need for another radio station in Ellisville during the upcoming time of economic development and growth. Likewise, Rep. Pickering points to the "residential, retail, and industrial growth [which] will mean a population explosion for Ellisville over the next few years." *See* Exhibit 1. Accordingly, Rep. Pickering has concluded that "having WKZW licensed to Ellisville as the city's second radio station will be in the public interest and very timely." *Id.*

5. Additionally, the growth and development of the community is illustrated by the fact that the National Science Foundation has recently awarded a \$1.76 million grant to Jones County Junior College for the development of a high tech training program. *See* Exhibit 2. Further, the Jones County Junior College program in networking has been recognized by the American Association of Community Colleges as one of the top ten exemplary projects in the nation. *Id.* This recognition will draw further attention to both the junior college and the community of Ellisville as a center for technological learning, thereby attracting further businesses and residents.

6. Clearly, in the upcoming time of explosive growth, Ellisville is in great need of a

second media outlet. The community currently has only one local radio station and no local newspaper. In contrast, the community of Bay Springs, where WKZW(FM) is now located, would continue to be well served by the remaining station in the community and the remaining high powered FM station in the county. While Bay Springs would lose its only local nighttime transmission service, clearly, the need for a first competing media voice in the larger and growing community of Ellisville greatly outweighs the need for a local nighttime service in the much smaller community of Bay Springs.

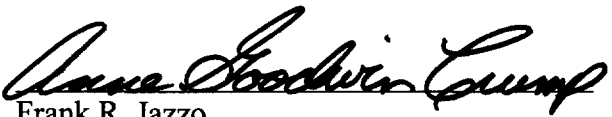
7. Moreover, because explosive growth for Ellisville is anticipated in the near future, its need for an additional media voice is immediate. Because of the growth and development, many related issues will arise, including such matters as expansion and improvement of infrastructure, roads, and schools. Thus, Ellisville is in badly need of a second local media outlet in order to provide some diversity of viewpoint in local coverage of these issues. Furthermore, with the growth in the businesses in the community comes a greater need for advertising. The addition of a new station is essential, therefore, in order to provide a competitive source of advertising for local businesses.

8. Accordingly, public interest factors weigh heavily in favor of a prompt adoption of the proposal set forth in the *NPRM*. As set forth above, Ellisville is clearly a community urgently in need of a first competing local service to provide needed competition and diversity in both coverage of local issues and local advertising. As no comments other than those of Blakeney were filed and the proceeding is uncontested, expedited action should not place an undue burden on the Commission's resources. Therefore, Blakeney hereby requests expedited action in this proceeding and that the proposal set forth in the *NPRM* be adopted forthwith.

WHEREFORE, the premises considered, Blakeney respectfully requests that the Commission adopt the proposal set forth in the *NPRM*, reallocate Channel 232C2 from Bay Springs to Ellisville, Mississippi, and modify the license for WKZW(FM) accordingly, and that it take this action on an expedited basis. In the event that the Commission does not adopt this proposal, then Blakeney respectfully requests that Channel 232C2 be reallocated from Bay Springs to Sandersville, Mississippi, that the license for WKZW(FM) be modified to reflect the new community of license, and that this action be expedited.

Respectfully submitted,

BLAKENEY COMMUNICATIONS, INC.

By: 
Frank R. Jazzo
Anne Goodwin Crump

Its Attorneys

FLETCHER, HEALD & HILDRETH, P.L.C.
1300 North 17th Street
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May 18, 1999

EXHIBIT 1

Congress of the United States
House of Representatives

RECEIVED DC 20515-2404

MAY 18 1999

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY
May 7, 1999

Mr. Larry Blakeney
Blakeney Communications, Inc.
P. O. Box 6408
Laurel, MS 39441

Dear Mr. Blakeney:

I applaud your efforts to expand radio coverage in the Ellisville area. This proposal is good for both economic development and service to the community. Diversity and competition is what makes America great, especially during an era when information is power.

Like most college towns, Ellisville has emerged as an independent community from both Hattiesburg and Laurel. With its strategic position between Laurel and Hattiesburg, home to Jones Community College, Ellisville State School, and the future Technological Park with Howard Computer Manufacturers, it is rapidly becoming a key community in the State of Mississippi.

Jones Community College provides Ellisville with a unique constituency separate from that of both Laurel and Hattiesburg. The students, academic community, businesses, and community organizations it services need diversity, as their community becomes more global.

Your pursuits are also important to the public sector by allowing the citizens of this area a medium through which they can communicate opinions and exercise freedom of speech. This is especially good for college students as they prepare to enter the workforce and become community leaders and public officials.

The communication industry plays such a crucial role in economic development that Ellisville needs a new radio station. Many new faces and businesses are visiting Ellisville everyday as a possible home or business location. A new station will send a strong message to developers that Ellisville is really on the move.

«nameline»

Page 2

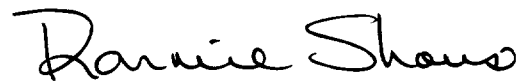
05/07/99

Mr. Larry Blakeney
Blakeney Communications, Inc.
P. O. Box 6408
Laurel, MS 39441

Page 2

Again, I applaud your efforts. If I can be of assistance, please let me know.

Sincerely,

A handwritten signature in cursive script that reads "Ronnie Shows". The signature is written in dark ink and is positioned above the printed name and title.

RONNIE SHOWS
Member of Congress

RS:gr

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 PEARL, MS 39278
 (601) 932-2410

2080 AIRPORT ROAD, SUITE D
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 (601) 327-2788

CHIP PICKERING
 THIRD DISTRICT, MISSISSIPPI

Congress of the United States
House of Representatives
 Washington, DC 20515-2403

COMMITTEES:
 COMMERCE
 SUBCOMMITTEES:
 TELECOMMUNICATIONS, TRADE AND
 CONSUMER PROTECTION
 ENERGY AND POWER
 HEALTH AND ENVIRONMENT
 ASSISTANT WHIP AT LARGE
 POLICY COMMITTEE

May 14, 1999

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MAY 18 1999

FEDERAL COMMUNICATIONS COMMISSION
 OFFICE OF THE SECRETARY

Mr. Larry Blakeney
 Blakeney Communications, Inc.
 Post Office Box 6408
 Laurel, Mississippi 39441

Dear Larry:

Thank you for asking me to comment on your proposal to have the city of license of WKZW changed to Ellisville, Mississippi. I am very proud to have been born in Jones County educated in Jones County schools, and to have been a resident of Jones County at the time of my election to Congress.

First of all, I believe that your having WKZW licensed to Ellisville as the city's second radio station will be in the public interest and very timely. It will provide Ellisville with another media outlet at a time when the community is experiencing unprecedented growth.

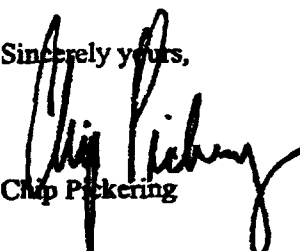
The new Technology Park is projected to provide 10,000 to 15,000 new jobs in the Ellisville area. The population and retail expansion will make Ellisville one of the fastest growing communities in Mississippi. These high-tech jobs, together with new residential developments planned for the area, will mean a significant population growth in a short time.

Jones Junior College has earned a reputation as one of America's top education institutions in the field of computer networking and wide-area networking. Just recently, the State Legislature and Governor Fordice authorized funding for a new Advanced Technology Training Center at Ellisville, under the leadership of Jones Junior College. In addition, the National Science Foundation has just awarded another grant to Jones for a program to provide high-tech training to support the new Technology Park.

Local leaders have confirmed that the residential, retail, and industrial growth will mean a population explosion for Ellisville over the next few years. Best of all, these jobs are high-tech, high-paying jobs. I applaud and support your efforts to provide Ellisville and Jones County with another radio station.

With best wishes, I am

Sincerely yours,


 Chip Pickering

CWP:kh

Internet: <http://www.house.gov/pickering/>

TOTAL P.02

EXHIBIT 2

JONES -- Mississippi's Junior College

Teresa Martin Public Relations Director 900 S. Court Street Ellisville, MS 39437 (601) 477-4032

RELEASE: April 29, 1999

NEWS/PSA

KILL DATE: May 30, 1999

JCJC RECEIVES ANOTHER NSF GRANT

ELLISVILLE--Jones County Junior College has received its second National Science Foundation Grant. The first grant was for 1.08 million dollars and was geared toward training educators statewide on how to set up and maintain computer networks. It was the largest grant awarded to a two-year institution. JCJC was also recently named as one of the top 10 exemplary projects in the nation. This time, the NSF awarded even more money to the college-- 1.76 million dollars. This grant money will be used to head up the development of an advanced high-tech training program. "This will enhance Jones County Junior College's position as the premier two-year college in the field of Advanced Technology," said JCJC President, Dr. Ronald Whitehead.

The grant will create a training program that will not only teach students what they need to learn about today's technology, but it will also give them a base to keep up with changes. Director of information and research at JCJC, Dr. Catherine Cotten says, "developing technologies are moving at a frantic pace. Today's top-of-the-line systems can be outdated tomorrow. We will be preparing our students to be able to go into the workplace and have the skills to adapt to these changes."

The newest grant will focus on wide area networking technology, computer service technology and telecommunications technology. Part of the grant will be used to inform students about emerging jobs. "We will be developing materials to give our partners in this project to help them inform their students about emerging careers," says Dr. Cotten. The need for high-tech training is in demand and JCJC is meeting the needs of the business world. Dr. Cotten says when the new technology park opens, 10 to 15 thousand employees with high-tech skills will be needed within ten years. Career opportunities for students include computer and network maintenance and installation, wireless communications, satellite communications and cable-driven systems.

JCJC Electronics instructor, and lead instructor for the NSF grant, Jerry Turner says, "We must educate the public on what skills are going to be needed. First we will be going out to industries and businesses to find out what they need. And then we will start building our training curricula."

The programs developed by the NSF grant fit right into the mission of the school says JCJC President Dr. Ronald Whitehead. And, he adds, "obtaining this grant is a credit to our fine staff and faculty." This program will start in June with the training of the faculty at JCJC.

As with the first NSF grant, faculty members from other two-year colleges in Mississippi will be coming to JCJC for training. One part of the grant will create a connection between high school programs which teach Tech Prep, the junior college technology programs and a program that is being developed at the University of Southern Mississippi.

PAGE THREE — JONES JUNIOR COLLEGE BECOMES REGIONAL . . .

Cisco Systems, Inc., is the worldwide leader in networking for the Internet. News and information are available on the World Wide Web at www.cisco.com. The Cisco Networking Academies program is the latest in a series of programs from Cisco to benefit schools.

For more information on Cisco's role in education, see Cisco's Education Website at www.cisco.com/edu.

Laurel Ledger

Jones Junior College honored again

Jones JC program featured in national publication

BY STEVE SWOGETINSKY
Staff writer

ELLISVILLE — One might not associate a two-year college in south Mississippi with a program born from a National Science Foundation Grant that is considered one of the top 10 exemplary projects in the nation.

But that's what Jones Junior College is being recognized for by the American Association of Community Colleges (AACC) through a national publication.

Jones Junior College's computer networking project, which was one of 250 NSF grant programs across the nation, will be featured in a book that is being prepared by the AACC. This book will be distributed on all levels of government and to businesses and industries across the



Staff photo by Steve Swogetinsky

JCJC President Dr. Ronald Whitehead chats with AACC Director of Membership and Information Services Margaret Rivera Monday.

country.

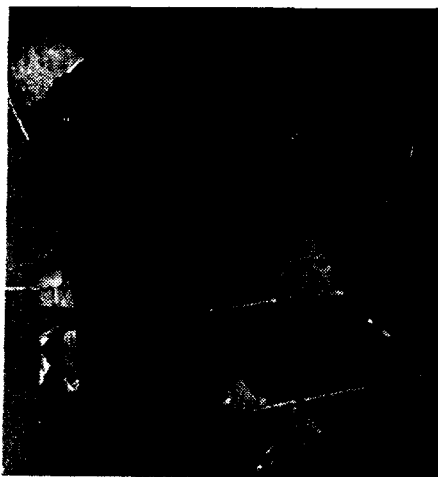
"You don't receive a plaque or trophy when your NSF grant is named one of the top 10 exemplary projects," said Dr. Catherine Cotten, director of information and research at JCJC. "They do an article and

tell your story in a publication.

"We thought it would be a few pages in a magazine. But it turns out it's going to be 15 pages in a book. That's better than getting a plaque."

See JCJC, page 2-A —

at JCJC



Staff photo by Murray Tandy

Third man arrested in connection with drive-by shooting

BY BRIAN LIVINGSTON
Staff writer

The trigger man in a drive-by shooting May 3 has been found and was taken into custody Monday afternoon thanks to the work of an off-duty Laurel Police Department officer, according to a press release from the Chief Investigator's Office.

ris, working on tips, notified Investigator Tyrone Stewart of Hunter's whereabouts.

"Officer Morris is the perfect example of an officer who truly believes in his job," Stewart said in the release. "There is no such thing as a day off for him. He is always a police officer for the city of Laurel."

JCJC

From page 1-A

The research for the JCJC story was done in December. Margaret Rivera, director of membership and information services for the AACJC, met with JCJC President Dr. Ronald Whitehead Monday to review the material. Later, she met with the faculty and staff who worked on the project.

"It's an honor to be included in this book," Whitehead said. "It gives JC a chance to tell its story."

JCJC's Department of Computer Information Systems Technology received a \$1.3 million NSF grant in 1997 to develop a curriculum to train people in local area computer networking. Working with the University of Mississippi and Co-Lin, Gulf Coast, Delta and Itawamba community colleges, the training of instructors began during the summer of 1997.

That was followed by the training of students. And, according to Whitehead, enrollment in the department's program has grown from 110 to 225 in the last year. The staff in this area has also doubled.

The field of computer networking is growing nationwide, and trained workers are needed to fill the different jobs it is creating. Not only are people needed to do programming and keyboard input work. The computer systems in all businesses and industries must be installed first, and then constantly

maintained and upgraded. It's an ongoing process, and that's where many of the new jobs are being created.

The trained worker shortage is a nationwide problem. JCJC teamed with Cisco Systems to develop the training program which will help fill this void.

Another important partner in this was Howard Industries, which was about to start its own computer company.

In January of 1998, Whitehead and members of the faculty who developed the program traveled to the NSF national meeting at the University of California at Berkley where they presented their work, and told how the junior college worked with the local industry to meet an important need.

It was at that meeting they met Rivera.

"Dr. Whitehead had an important story to tell," Rivera said. "When a college builds around the strength of the community, it can do just about anything a large institution can do. It's powerful."

It was recently announced that JCJC received a second NSF grant for \$1.7 million which will be used to develop a curriculum for advanced high-tech training.

Next month, Whitehead will attend an NSF national meeting of two-year colleges where he will discuss the partnership among Jones Junior College and the industries within its district.

Civil

GOD fills the emptiness

GOD and

Laurel Leader-Call

May 11, 1999